LEO BURNETT U.S.A.

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Printed in U.S.A.

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VIRGINIA SLIMS
BENSON & HEDGES
MERIT Filter
Marlboro
Parliament
SARATOGA

Every minute Philip Morris brands are out of stock, you're losing sales.

In 1975, Philip Morris' unit sales increased by 8.2 billion cigarettes—more growth than the rest of the industry combined.

Increases like this mean that Philip Morris brands are holding their old friends and adding new ones every day.

And that, in turn, means extra sales and profits for distributors who keep Philip Morris brands fully in stock all the time.

Check your Philip Morris order regularly. Be sure it keeps pace with America's fastest growing family of brands.

Check your customers' orders, too. Don't let them be out of stock.

5-Year Report: Philip Morris is the only company with gains in both unit sales and market share for each of the past five years.

Philip Morris U.S.A. Sales, 1971-75

	Billions of Cigarettes	Cigarette Market Share
1971	97.2	18.1%
1972	110.6	20.0%
1973	122.9	21.3%
1974	133.2	22.5%
1975	141.4	23.6%

The Profit Makers come from Philip Morris USA

Source: https://www.industrydocuments.ucsf.edu/docs/nhkn0003